



Call of Duty®: Black Ops Escalation Announces All-Star Cast for 'Call of the Dead'

Legendary Director, George Romero, to Star with Robert Englund, Sarah Michelle Gellar, Michael Rooker and Danny Trejo in Blockbuster DLC Release Hitting in Seven Days

SANTA MONICA, Calif., April 26, 2011 /PRNewswire/ -- Activision Publishing, Inc. (Nasdaq: ATVI) and Treyarch revealed today that famed horror and action stars Robert Englund, Sarah Michelle Gellar, Michael Rooker and Danny Trejo have joined the cast of **Call of Duty®: Black Ops Escalation's** zombie level, **Call of the Dead**. The **Call of the Dead** zombie level and four all new multiplayer maps make up the second content pack, **Escalation**, for the record-setting game **Call of Duty: Black Ops**, launching first on Xbox LIVE® on May 3rd. Dedicated to creating a Zombie experience like never before, the **Call of the Dead** storyline is inspired by none other than legendary horror writer and director, George A. Romero, who also stars as himself in the new level.

"Our latest zombie creation, **Call of the Dead**, is unreal!" says Mark Lamia, Studio Head of Treyarch. "We set out to create an exciting new zombie experience for fans of the genre that takes Zombies to an insane new level."

"This is Treyarch's tribute to the legendary George Romero, who truly defined the zombie genre and whose incredible work has been such an inspiration to our team," says Dave Anthony, **Call of Duty: Black Ops** Director. "It was an absolute honor to work with such an amazing and talented cast whose passion and energy brought their characters instantly to life. Fans are going to love this."

In addition to George A. Romero, whose credits include *Night of the Living Dead*, *Dawn of the Dead* and *Land of the Dead*, he is joined by Sarah Michelle Gellar, whose credits include the hit TV series, *Buffy the Vampire Slayer* and *Cruel Intentions*; Robert Englund, best known for originating the role of Freddy Krueger in the successful *Nightmare on Elm Street* franchise; Michael Rooker, most recently acclaimed for his work on AMC's horror drama *The Walking Dead*; and Danny Trejo, who starred in 2010's action-thriller *Machete*.

Published by Activision and developed by Treyarch, **Call of Duty: Black Ops** is rated "M" (Mature) by the ESRB for Blood and Gore, Intense Violence and Strong Language. **Call of Duty: Black Ops Escalation** content pack will launch first on Xbox LIVE on May 3rd. For additional *Call of Duty* updates and information, visit us on the web at www.callofduty.com/blackops, www.facebook.com/codblackops, and also via Twitter @Treyarch.

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